

EERE Identity & Design Guidelines for Widgets

March 2012

Department of Energy
Energy Efficiency & Renewable Energy
eere.energy.gov

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A widget is a stand-alone application containing dynamic and often personalized content that can be embedded on third party sites. This document describes some basic guidelines for EERE widgets that allow programs the flexibility to communicate a wide range of messages while retaining a unified look that is consistent with the EERE identity.

Size

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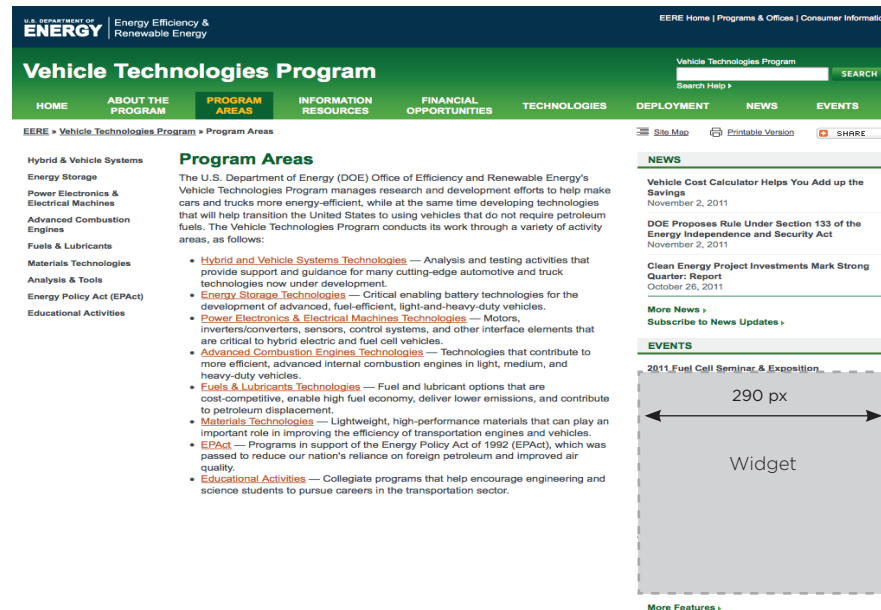
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Designing for the EERE Template

If you're designing a widget only for the EERE website, then you should design it to fit in the right navigation. A widget in the right column can be up to:

- 290px wide
- Any height, as long as the widget is a reasonable length compared to the content of the Web page that it was designed for



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Designing for External Websites

If you anticipate that your widget will be placed on both EERE and third-party sites, you should use one of the standard sizes from the Interactive Advertising Bureau (IAB).

The IAB's Ad Sizes Working Group establishes guidelines for standard Web advertisement sizes. These standards are recognized throughout the advertising industry. While these guidelines are designed for advertisements, designing your widgets to these sizes will allow them to be used on sites that have already designed their layout around advertisement space.

The highlighted sizes will fit in the right column of the EERE template.

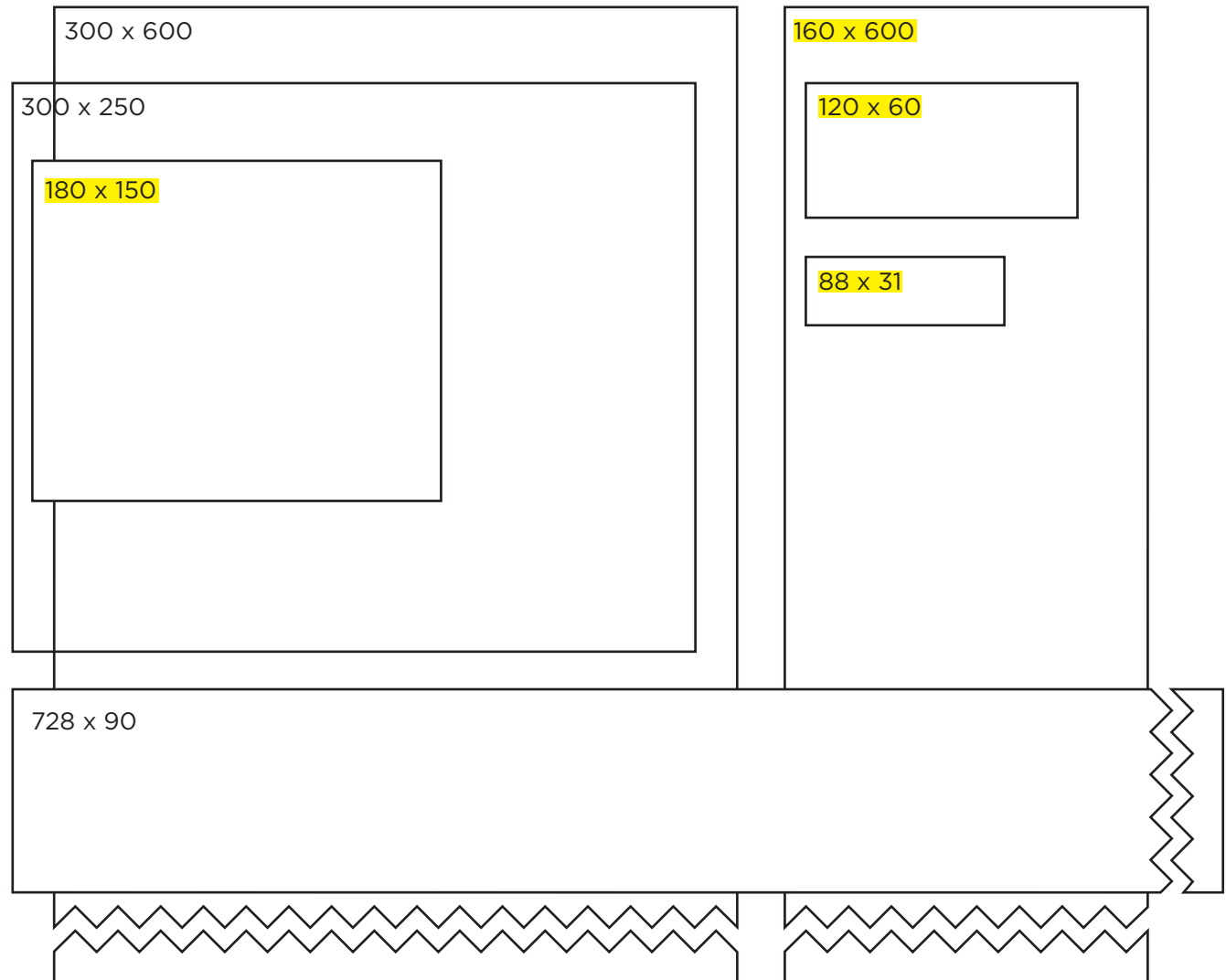
Core Standard Ad Units (pixels)

As of February 28, 2011

	Recommended Maximum Initial Download Fileweight	Recommended Animation Length (Seconds)
300 x 250 - (Medium Rectangle)	40k	:15
180 x 150 - (Rectangle)	40k	:15
728 x 90 - (Leaderboard)	40k	:15
160 x 600 - (Wide Skyscraper)	40k	:15
300 x 600 - (Half Page Ad)	40k	:15
120 x 60 - (Button 2)	20k	:15
88 x 31 - (Micro Bar)	10k	:15

From: http://www.iab.net/iab_products_and_industry_services/1421/1443/1452

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Logo

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The EERE logo should appear on all EERE widgets. Guidance for the use of the EERE logo appears in ***EERE Identity & Design Guidelines for Communications***:

The minimum reproduction size allowable is based on the width of the logo. Do not resize disproportionately. This logo can not be modified or used as individual components.

The ***Guidelines*** stipulate that the minimum width for the horizontal EERE logo is 260 px.



The logo should be placed at the bottom of the widget, centered when the width of the logo is close to that of the widget, and aligned left when the widget is wide. Refer to the ***Guidelines*** for further guidance on usage of the EERE logo.

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Fonts

The standard EERE web fonts from the style sheet should be used. The font stack is:

```
font-family: Arial, Helvetica, sans-serif;
```

Colors

The standard EERE web colors can be used. These colors can be found below:

COLOR	HEX
	#3C4349
	#004063
	#006021
	#1F82BB
	#5AA83B
	#FABD17
	#D85D19

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Vehicle Cost Calculator

Choose a vehicle to compare fuel cost and emissions with a conventional vehicle.

Select Fuel/Technology ▾

Next ►



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